

SPONSOR EXPLAINS SPY FILM DOUBTS

Goodrich Calls N.B.C. View
of Program Too Broad

By VAL ADAMS

The B. F. Goodrich Company said yesterday that it withdrew sponsorship of "The Science of Spying" because it feared the documentary program might harm the United States Government.

The hour-long program dealing with espionage activities of the Central Intelligence Agency was televised Tuesday evening by the National Broadcasting Company. Those who were interviewed included Allen W. Dulles, former head of the C. I. A., and Richard Bissell, former director of plans for the agency. It was produced by Ted Yates of N. B. C. News.

Representatives of Goodrich and its advertising agency, Bat-ten, Barton, Durstine and Osborn, Inc., viewed the film program at a screening on Monday. The next day they notified N. B. C. of cancellation of sponsorship. The program, they said, "is entirely different from the outline submitted to and accepted by B. B. D. and O."

Yesterday N. B. C. said it believed the content of "The Science of Spying" was "well within the broad outlines of the program proposal originally" accepted by the advertiser and its agency.

A statement issued by the agency said:

"The program as produced violates the general advertising policy of B. B. D. and O.'s client, B. F. Goodrich, in that the telecast treats a controversial public issue in a way which may do harm to the Government of the United States with no assurance that the Government of the United States has been consulted with respect to the contents of the program."

On the program Mr. Bissell said that in many trouble spots the United States supported the political right "not because we are rightists," but because there were no alternatives to chaos. Mr. Dulles said he could not deny that the United States had encouraged the Shah of Iran to overthrow the Mossadegh Government in 1953. There also was a mention that some Guatemalan revolutionists had been trained at Fort Benning, Ga.

Products made by Goodrich include automobile tires and tubes and other rubber products, chemicals, plastics and aircraft parts. The company's operations are international.

'The Science of Spying'

INTELLIGENCE work, despite visions of bearded Mata Haris and stalwart James Bond types maneuvering sports cars on mysterious roads, has gone beyond thefts of secret documents or transfers of information. "The Science of Spying" carefully pointed out Tuesday night that a new element had been added to this most dangerous game.

The element that has given espionage an entirely different complexion is the use of men and machinery by one country to topple regimes and help establish policies in others. The so-called dagger is not necessarily hidden any more under a smart three-button suit. With John Chancellor as narrator, "The Science of Spying" on the National Broadcasting Company stressed the fact that the dagger has come to overshadow the proverbial cloak. The spy business has grown more deadly; the stakes are higher.

Since the Central Intelli-

gence Agency operates behind locked doors, and "spying" is not a subject that one can just go out and film, there were no sequences inside the C.I.A. with future spies undergoing training programs. Those scenes will have to be left to Hollywood's and the viewer's imaginations.

Instead the hour, produced by Ted Yates, followed the straight reporting technique and put our espionage tactics in perspective by having remarkably frank interviews with Allen Dulles, former head of the C.I.A. and Richard Bissell, who once directed operations.

In many trouble spots, Mr. Bissell said, we support the political right, "not because we are rightist," but because there simply aren't any other alternatives to chaos. Mr. Dulles added that the C.I.A. had never been involved in any activity that was not approved at the highest level. Asked about the overthrow of the Mossadegh Government in 1953 by the Shah of Iran, Mr. Dulles commented: "That we encouraged the Shah to take that action I will not deny."

In the Guatemalan hills, Robert Rogers, associate producer, interviewed a guerrilla leader who blithely stated that some of his men had received training at Fort Benning. The Alliance for Progress, he observed pessimistically, was too late.

With the continuing war in Vietnam and crisis in the news, the timely hour gave viewers a better sense of a profession that must remain unseen.

PAUL GARDNER